WORLD HEALTH ORGANIZATION

TOBACCO ALERT

APRIL 1991

EDITORIAL

EIGHTH WORLD CONFERENCE ON SMOKING OR HEALTH: BUILDING A TOBACCO-FREE WORLD

In April 1992, 500 years after the Spanish conquistadores introduced tobacco to the rest of the world, the Eighth World Conference on Smoking or Health will take place in Buenos Aires, Argentina. For the eighth time in our history, advocates and scientists involved in tobacco control throughout the world will gather to exchange information, learn the news, and give each other support and encouragement. But for the first time, I believe, we will hold a truly strategic meeting, dedicated to planning and implementing concrete regional tactics for the prevention and control of tobacco use, dedicated to building a tobacco-free world. This conference will provide more than information - it will give us the tools to use when we return to our own countries.

8th WORLD CONFERENCE on SMOKING or HEALTH

Building a Tobacco-Free World

This conference will be the first ever held in the developing world. Latin America, like Asia and Africa, has been marked for expansion by the transnational tobacco companies. What these companies have done in Argentina and in Latin America makes us angry - the advertising aimed at women and children, the destruction of the rain forest for fuel to cure tobacco, and the ever increasing death rates from cancer and other diseases caused by tobacco. These companies profit from our death and disease. But our indignation is wasted if we do not put it into action. This meeting is about taking action.

We have structured the conference so that participants from targeted nations will develop the skills to become advocates for health in their own countries. To strengthen global leadership networks dedicated to tobacco prevention and control, we plan to present new information about the effects of smoking on health, the environment, and society and to share news about successful prevention and control strategies. Attention will be focussed on tobacco marketing and its effects on developing countries. We will devise tactics for tobacco prevention and control programmes in developed and developing countries and enable participants to implement national and regional plans of action.

The meeting will focus on four major themes:

- Countering tobacco advertising, promotion, and marketing
- Preventing tobacco use through school programmes
- Protecting non-smokers through clean indoor air policies
- Advocating tobacco control

Our plans are ambitious and our means modest. But our hopes are high that we will be able to transform our knowledge, our resources, and even our anger into action that will make a difference in the health of generations yet to come.

Finally, I must add that conference participants will be able to enjoy the mild weather, the tangos, the food, and the charm of Buenos Aires.

Carlos Alvarez Herrera, MD, MPH
Chairman, Eighth World Conference on Smoking or Health

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SOCIETY

WOMEN AGAINST TOBACCO FORM INTERNATIONAL NETWORK

At the Seventh World Conference on Tobacco and Health, held 1-5 April 1990, in Perth, Australia, tobacco control advocates discussed strategies to counter the aggressive targeting of certain population groups by the transnational tobacco companies. Of particular concern was the targeting of women and girls. Nowhere has the marketing been so blatant as in the developing world. As Dr Judith Mackay, member of the World Health Organization's Expert Advisory Panel on Tobacco or Health, states, *"One recent example of an attempt to create a female market (not brand-switching as the tobacco industry claims) has been the launching of a brand aimed at women in Hong Kong ... [where] only 1% of the women under the age of 40 smoke."* Such targeting has brought about an increase in tobacco use among women and a concomitant rise in tobacco-related illness and death.

Drs Bobbie Jacobson, Amanda Amos and Mira Aghi, leaders in exposing the worldwide advertising targeted at women by the tobacco industry, have called for a solution to the problem of smoking among women. In a recent **Lancet** article they conclude: *"There is a need to respond to the growing international threat that tobacco imposes on women's health."* At the Seventh World Conference, a group of women working in tobacco control accepted the challenge of reducing tobacco related illness among women by forming the International Network of Women Against Tobacco (INWAT).

The first major activity of INWAT was the adoption of a mission statement. Women leaders in tobacco control recognize that women have not, as a whole, received much attention from the scientific and health community on smoking prevention and cessation. INWAT's mission statement reflects this gap. Network participants have decided that the main objects of INWAT are to counter the targeted marketing of tobacco to women, and to assist in the development of women-centred tobacco prevention and cessation programmes.

To raise awareness of the problem of women and smoking, INWAT members worked at both the informal and formal levels during the Seventh World Conference. Informally, members raised issues of women and smoking in scientific sessions and in personal discussions with colleagues. On a more formal level, the Perth conference passed resolutions regarding the creation of INWAT, the designation of a lead person from tobacco control organizations to act as a liaison with INWAT, the production of a report by the International Union Against Cancer (UICC) at the Eighth World Conference on the determinants and consequences of tobacco use among women, and the consultation of INWAT on the planning, organization, and content of future world conference programmes.

Pervasive themes at the Perth conference were the need to have more programmatic emphasis on women and smoking in future world conferences, as well as to increase women's participation at all levels of future conferences. The Organizing Committee of the Eighth World Conference, led by Carlos Alvarez Herrera and Allan Erickson, has expressed its commitment to increasing female participation at the Eighth World Conference. As Dr Herrera writes in a letter to INWAT, *"Within the modest framework of our Eighth World Conference let us share the concern, the intelligence and work to help women help women."*

INWAT is currently playing a major role in the planning of the Eighth World Conference on Smoking or Health. The Network is responsible for ensuring that capable women speakers will be available to address the themes of the conference.

INWAT is also planning a pre-conference workshop on women and smoking which will be coordinated by Michele Bloch of the Advocacy Institute, Deborah McLellan of the American Public Health Association, and Helena Restrepo of the Pan American Health Organization. While the programme has not been fully developed yet, it is expected that the workshop will touch on areas of great importance to INWAT's membership. Topics so far suggested include creative methods to counter advertising targeted at women; women-centred smoking prevention and cessation programmes; and the role of women in tobacco control, economics and the environment.

As the Eighth World Conference intends to develop regional plans for tobacco control, the INWAT workshop will also entail a planning session to ensure the issues surrounding women and smoking are contained in all regional plans. There will probably be an informal strategy session during the Conference so that members can discuss future plans for the Network.

Vera Luiza da Costa e Silva of Brazil, Cecilia Sepuluveda of Chile, Nery Suarez Lugo of Cuba, Patricia Avila de Hails of Colombia, Natasha Adrianza of Venezuela and Ella Ferguson of Panama met in conjunction with the Latin American Coordinating Committee on Smoking Control in Mexico City to make plans for the Eighth World Conference.

INWAT is also preparing an international directory of women working in tobacco control. Publication is expected by January 1991 so the directory can be purchased at a nominal price in Argentina. Please contact Deborah McLellan, American Public Health Association, 1015 Fifteenth Street, NW, Washington, DC 20005, for more information.

NEWS BRIEF

SMOKERS, BEWARE OF FIRE!

We all know there is no smoke without fire. When the fire results from the burning of tobacco, the effects of the smoke are restricted to long-term deleterious effects on the health of the smoker and those around him or her. But consequences can be immediate and catastrophic if the smoker inadvertently sets fire to something else. The smoker can - and alas often does - cause forest fires; house fires caused by smokers are just as frequent. The tragic death of the great French actor Louis Seignier is an example of this. The former member of the Comédie Française died at the age of 87 on 20 January 1991 in a fire at his Paris home, caused by his pipe, which had not been extinguished. Perhaps this dramatic event will give pause to those who think that the only risk attached to smoking is the remote possibility of lung cancer.

EIGHTH WORLD CONFERENCE

A MESSAGE ON SMOKING AND HEALTH FROM DR ANTONIA NOVELLO, M.D., UNITED STATES SURGEON GENERAL

As we move toward the end of the century, it is encouraging to note that so many countries have taken a positive health stand on tobacco - a stand to create a smoke-free society by the year 2000. I am especially encouraged by the fact that so many health professionals have united their everyday efforts internationally to educate the public about the devastating health consequences of smoking and other tobacco use.

The Eighth World Conference on Smoking or Health, which will be held in Buenos Aires in 1992, will provide a historic opportunity to focus attention on the serious impact of tobacco use worldwide. In the United States, where an estimated 29 per cent of the population smokes, our society is plagued with devastating disease and death caused by smoking. Each year, smoking kills nearly 400 000 Americans - a tragedy, but over 50 million Americans continue to smoke. The horrible consequences of smoking do not stop here - the World Health Organization estimates that over 3.5 million deaths globally are caused by smoking each and every year. If current smoking patterns continue, that annual toll will rise to 10 million deaths by the year 2025. As health professionals we must intensify our efforts to curb this epidemic.

The past World Conferences on Tobacco and Health have proven to be successful in bringing together tobacco and health professionals with many different areas of expertise, individuals sharing a common goal-reducing tobacco use and curbing the needless death and disability that tobacco causes. With each conference, we have seen a growing participation internationally. The Seventh World Conference on Tobacco and Health, which was held in Perth, Australia in 1989, was attended by about 1 000 participants from all over the world. At the conference, Dr Hiroshi Nakajima, Director-General of the World Health Organization (WHO), said, *"May I appeal to national authorities at all levels, to nongovernmental organizations,*

Dr Antonia Novello

and to all concerned with health throughout the world, to join forces in a sweeping offensive aimed at avoiding the looming epidemic of tobacco-related disease ... Our task now is to eliminate tobacco as a major threat to the health of future generations. Let us enter the 1990s convinced that this can be done; and let our deliberations at this Conference inspire us as we work together towards peace and health."

The Sixth World Conference on Smoking and Health held in Tokyo in 1987 was attended by 700 people from 59 countries. At this conference, Dr Halfdan Mahler, then Director-General of WHO, said, *"In 1979, the theme for the WHO's World Health Day, was "Tobacco or Health: Choose Health". This message should be adopted by health officials globally. It is a simple theme, but without a proper course of action to control tobacco use, we will continue to see the devastating health consequences of smoking, which will only worsen".*

Back in 1967, just three years after Luther Terry released the first Surgeon General's report on smoking and health, the First World Conference on Smoking and Health was held. Dr Terry chaired that conference and reminded the participants, *"We have two major objectives for our deliberations. First, there is the interchange of information.... The second and perhaps most important purpose of this conference is to stimulate action."* Since the first conference, we have seen sweeping changes globally with respect to smoking. The climate for smoking has changed significantly in many countries. Some nations have successfully reduced smoking prevalence, others have adopted strict public policies to control smoking and tobacco advertising, but unfortunately in other countries smoking has become more popular.

I am concerned that many countries have ineffective or inconsistent policies relating to tobacco. Each country represented at the conference in Buenos Aires in 1992 can make an impact in the area of tobacco control. Whether participants will share success stories from their respective countries or draw from the experience of other countries, there are many opportunities in store for all.

I encourage the representation of health advocates from all countries to participate in what will prove to be a very rewarding experience.

NEWS BRIEF

NO MORE CIGARETTES IN THE SHOPPING BASKET

Three countries of the European Community have decided to leave tobacco out of the so-called "shopping basket", the list of products used to determine changes in the cost of living. After Portugal, which was the first to remove tobacco from the retail price index, on 25 July 1990, Luxembourg followed on 1 January 1991 and France is preparing to do so on 1 January 1992. Since a variety of studies indicate that the consumption of cigarettes falls as their price rises, it will therefore be possible to take effective pricing measures without endangering the famous cost-of-living index, to which all governments are very sensitive.

READEX

EIGHTH WORLD CONFERENCE

BUILDING A TOBACCO-FREE WORLD

"We are now estimating that 3 million people a year worldwide die from tobacco-related causes," says Dr Hiroshi Nakajima, Director-General of the World Health Organization.

And the problem is increasing faster in developing countries than in more developed ones. "Yet we know how to prevent all this suffering, all these early and painful deaths, all this unnecessary agony. People in many countries have been successful in reversing the trend of tobacco-caused deaths. What we now need is to come together, to teach one another, to gather strength and carry forward our actions to build a tobacco-free world.

"For this purpose the Eighth World Conference on Smoking or Health will be held in Buenos Aires, Argentina, 30 March to 3 April 1992. The goal will be to enable people from developing nations to become leaders in controlling the tobacco-related epidemic in their own countries. This meeting is about mobilizing the world," states Dr Carlos Alvarez Herrera, M.D., of Buenos Aires, chairman of the host Argentine Organizing Committee.

Dr Alvarez Herrera went on to say, *"We have subtitled the meeting, "Building a Tobacco-Free World," to underline its strategy content"*, and emphasized that *"At this Conference, strategy sessions will not be add-ons, but the critical part of the meeting itself."*

In fact the Eighth World Conference on Smoking and Health is the first to be held in a developing country and the first to place strong emphasis on the needs of countries targeted by the multinational tobacco companies, especially countries in Latin America, Africa, and South-East Asia.

The Argentine Union Antitabaquica, the Latin American Coordinating Committee for Smoking Control, and the American Cancer Society are the primary sponsors of the Conference. The American Cancer Society is also providing secretariat support for the Conference.

To strengthen national, regional, and global leadership networks dedicated to tobacco control, the Conference will be organized to include two tracks:

- A scientific track for presentation of peer-selected papers and poster sessions on recent developments covering a broad range of subjects on issues such as epidemiological data, tobacco economics, passive smoking, and adolescent addiction.
- A public health track to focus on major conference topics, to develop prevention and control goals and plans for nations and global regions, and to present peer-selected papers and poster sessions on issues such as legislation, regulation, and coalitions.

The Conference will devote special attention to four main themes:

- Countering tobacco advertising, marketing, and promotion
- Preventing tobacco use by children
- Obtaining clean indoor air policies
- Building support for tobacco control

Each day will focus on one of the four themes, featuring an opening speaker who will present an overview of the topic to the entire conference. After this, participants have the choice of attending a panel discussion of invited papers on the day's topic or a concurrent session of selected scientific presentations. Where appropriate, scientific papers will be selected which treat the day's theme.

In the afternoon, meetings for each of the six regions of the globe will focus on developing national tobacco control plans by using group problem solving and networking.

Skills building workshops for all participants will cover information about how to collect data, how to determine the economic impact of tobacco in a country, and how to deal with multinational tobacco companies. Round table discussions will focus on topics such as smoking and pregnancy. Scientific sessions will be held each day.

A concerted effort is being made to include more representatives from developing countries among speakers, panelists, and attendees. *"We hope to have a representative from each of the 125 developing countries in the world,"* states Dr Alvarez Herrera. *"We need to identify and get to this strategic meeting those health leaders and activists who can make a difference in their own areas."*

To help in this effort, International Union Against Cancer (UICC) tobacco control representatives will work with WHO Regional Offices in coordinating participation from specific areas: Dr Prakash Gupta (India) and David Simpson (United Kingdom) will be responsible for the Indian subcontinent; Michael Wood (Northern Ireland) - Europe; David Nostbakken (Canada) and David Sweanor (Canada) - Africa; Dr Judith Mackay (Hong Kong) - Asia and the North Pacific; Dr Nigel Gray (Australia) - Asia and the South Pacific; Allan Erickson (United States) - Latin America; Ken Kyle (Canada) and Michael Pertschuk (United States) - North America.

EIGHTH WORLD CONFERENCE

"We want to convene in Buenos Aires one or two people from every developing country who will lead the tobacco control campaign - health leaders, activists, people willing to return home and devote themselves and their resources to this issue," says Allan Erickson of the American Cancer Society, lead staff support person for the Eighth World Conference.

Names of people who should attend the meeting can be submitted by writing directly to the persons responsible for the area. Correspondence can also be sent directly to the Eighth World Conference Secretariat at the American Cancer Society where it will be forwarded immediately.

To ensure a larger participation from developing countries, representatives of WHO Regional Offices are invited to attend and encouraged to support as large a group as possible of delegates from different countries. Many ministries of health are expected to attend not only from Latin American nations but also from other developing countries.

Speakers include United States Surgeon General, Antonia Novello, M.D., Honorary Conference Chair. The Surgeon General's **Report on Smoking in the Americas,** to be issued at the time of the Conference, is the first to feature information about tobacco in countries outside the United States.

Former United States President Jimmy Carter has been tentatively confirmed as a speaker. The Carter Presidential Center is involved in international public health initiatives.

Sponsoring organizations so far include the World Health Organization, the International Union Against Cancer (UICC), the Pan American Health Organization (PAHO), UNICEF, the American Lung Association, the American Medical Association, the World Medical Association, the Seventh Day Adventists, the United States Centers for Disease Control, the Canadian Cancer Society, and the American Heart Association.

Negotiations are under way with other organizations to help cosponsor the Conference. *"We welcome the support and input of other organizations,"* states Dr Alvarez Herrera. *"We want this Conference to be an opportunity to move the world forward on tobacco issues and we need everyone working together, all making their own special contributions to this great effort."*

The official languages of the Conference are English and Spanish. Simultaneous interpretation will be available.

The format will include plenary sessions, exhibits, films, and pre-conference sessions for special interest groups, including the International Network of Women Against Tobacco and ministries of health.

The Conference will be held at the Sheraton Hotel in a downtown residential area of Buenos Aires, near fashionable shops and restaurants. Sight-seeing, pre- and post-conference tours, and special programmes for accompanying persons have been arranged.

The pre-registration fee is US$ 300 until January 1, 1992 and US$ 350 after that date. Registrations can be sent to the Eighth World Conference Secretariat at the American Cancer Society, 1599 Clifton Road, N.E., Atlanta, GA 30329.

NEWS BRIEF

ANTI-TOBACCO TWINNING

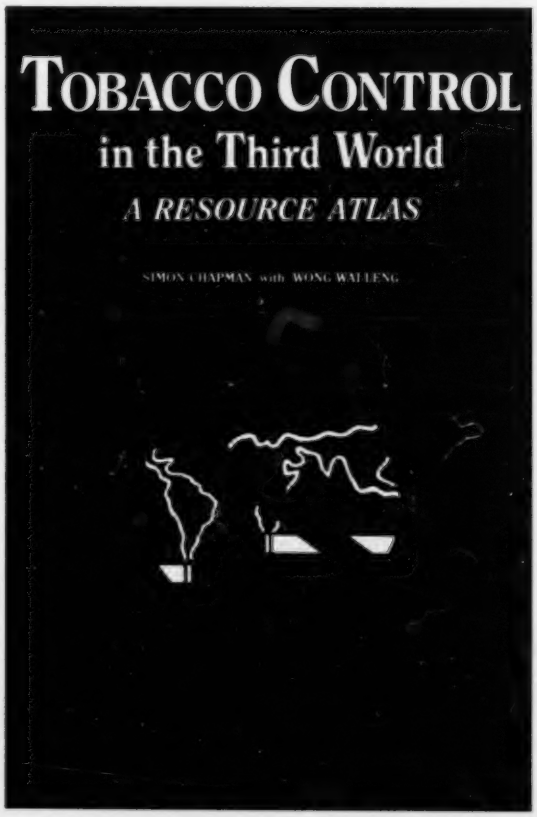
Besançon's example is being followed! In the wake of this city in the east of France which was the first to respond to the EEC proposal to establish a network of non-smoking towns, and which has been striving for three years to halve its number of smokers, the Italian town of Empoli has taken up the challenge, and this has resulted in the twinning of the two towns. For the first time, two mayors have signed a convention for the protection of the health of their citizens. Empoli can already claim some success, since after ten years' campaigning against smoking, it already has considerably fewer smokers than the national average: 19% of adults as compared to 28% in the country as a whole. The campaign, part of the "Europe against Cancer" programme, was devised by Empoli Town Council in collaboration with the Italian Association of General Practitioners, the Tobacco or Health Committee and the Italian League for Cancer Control. Many national and international institutions are sponsoring this initiative. Under the terms of the agreement signed by the two mayors, Besançon and Empoli undertake to exchange information in order to combat smoking.

ECONOMICS

NEW EDITION OF "RESOURCE ATLAS FOR TOBACCO CONTROL" TO BE LAUNCHED

One of the acknowledged high spots of the Seventh World Conference on Tobacco and Health, held in Perth, Western Australia, was the launch of the book **Tobacco Control in the Third World: A Resource Atlas.** Published by the International Organization of Consumers' Unions (IOCU) with funding from the American Cancer Society, the book was the first attempt to place under one cover all information that could be obtained on various aspects of tobacco use, disease, growing, trade, controls and the environmental destruction associated with tobacco curing.

Written by the renowned academic and activist, Dr Simon Chapman, with assistance from Wong Wai Leng of IOCU in Penang, the book incorporated contributions from over 50 health and consumer workers from different parts of the developing world. It was praised by international agencies including WHO, the International Union Against Cancer (UICC), and former United States Surgeon General, C. Everett Koop, and described by Mike Pertschuk of the Advocacy Institute as an indispensable resource that should be in the hands of anyone needing to be informed about the tobacco situation in the world's poorest countries.



The American Cancer Society has generously funded the second edition of the Atlas, which will be produced for distribution to delegates at the Eighth World Conference in Buenos Aires in April 1992. Simon Chapman is again working on the new edition, and is joined by Marina Emmanuel at IOCU in Penang. They are especially keen to obtain more information on the tobacco situation in Africa, by far the area worst served by data in the first edition. Anyone with any access to information or contacts in African states is asked to get in touch with Dr Chapman at the Department of Community Medicine, Westmead Hospital, NSW, Australia, fax: 61-2-689 1094.

EIGHTH WORLD CONFERENCE

CONFERENCE SPONSOR BEGINS TOBACCO CONTROL CAMPAIGN

A campaign to banish tobacco smoke from all public places during this decade has been launched by delegates from 18 countries of Latin America at the 7th Annual Meeting of the Latin American Coordinating Committee on Smoking Control (LACCSC), one of the primary sponsors of the Eighth World Conference on Smoking and Health. The immediate targets of the campaign will be young people and the health care professionals of Latin America. The first goals will be the prohibition of smoking in all schools, hospitals, and health service facilities in all countries.

"It is an outrage," declared Dr Luis Pinillos of Peru, President of the Committee, "that the smoking habit is still prevalent among our teachers, our doctors and health professionals in clinics and hospitals. Cancer and heart disease are the two biggest killers of our people and 30% of these deaths are associated with smoking. A "Smoke-Free Latin America" is a must if we are to assure that our young people realize their right to a full life of health. Teachers and doctors are the models for all our citizens, especially the young. Smoke-free schools, hospitals, and health centres are essential primary targets of the campaign."

LACCSC will be joined in this effort by the Pan American Health Organization, the International Union Against Cancer (UICC), and the American Cancer Society.

NEWS BRIEF

FINLAND: THE TOBACCO INDUSTRY FULLY RESPONSIBLE

Last June the Finnish parliament adopted a law whereby manufacturers and importers of tobacco products become legally responsible for damage to health caused by tobacco. Until that law was passed, the claimant had to prove negligence on the part of the tobacco manufacturers; now it is enough to show that tobacco is responsible for the damage to health in question. The manufacturers can no longer get away with claiming ignorance of the harmful effects of their products. This change is attributed to the first legal action against the tobacco industry, initiated two years ago in Helsinki. The plantif's lawyer had compiled a large dossier on the commercial methods of the industry, which denied that tobacco was dangerous and tried to sow doubt in the mind of the public. In a tactic the same lawyer termed "a war of information", the defence adopted by the industry consisted of denying consistently and systematically that tobacco was harmful to the health of the smokers.

Under the new Finnish law, the claimant will have ten years in which to take legal action and the court will take account of elements such as the commercial practices of manufacturers and the information they give their customers. The fact that a third party, such as a health authority, warns the purchaser, does not absolve the industry of responsibility. It remains to be seen how this law will be applied and whether it will be possible to prove, in under ten years, the existence of a causal relationship between a claimant's smoking and the disease which prompted the claim against the tobacco manufacturer.

EIGHTH WORLD CONFERENCE

AMERICAN CANCER SOCIETY'S GLOBALINK AIDS CONFERENCE PLANNING

GLOBALink

Planning and organizing a World Conference on Tobacco and Health is no small task. One tool that will help ease the burden in 1992 is ACS' GLOBALink, the new computer network that serves as the communications hub of the world tobacco control movement. Conference planners can use GLOBALink to help develop conference agendas, materials, workshops and speeches, and to solicit input from everyone on the network.

Less than a year after its launch at the Seventh World Conference on Tobacco and Health in April 1990, the GLOBALink network is getting rave reviews ... from the tobacco industry! *"Their international, national and local networks are formidably developed and capable of exerting sophisticated pressure worldwide on government bureaucracies and the media."* said the Vice-President of a transnational tobacco company.

Sponsored by the American Cancer Society and managed by the Advocacy Institute in Washington, DC, GLOBALink is quickly filling its designated role. It links dozens of tobacco control leaders around the world with one another and with SCARCNet, its sister network in North America, which has more than 100 users.

According to Alan Davis, Vice President for Public Affairs at the American Cancer Society, *"the whole idea behind GLOBALink is to match the industry's ability to act globally - and we're well on the way to doing just that."*

"It's been fun to watch the network grow," said Mr Michael Pertschuk, co-director of the Advocacy Institute. *"People are realizing that the future has arrived, that this thing can really work for them."* In many ways, the world conferences were an inspiration for GLOBALink, Pertschuk said. *"The idea is to give everyone a chance to conference year-round online, and to keep in touch more easily between conferences."*

GLOBALink is action-oriented. Through *"Action Alerts"* it can help mobilize the international community to lend a hand when important events are unfolding anywhere in the world.

One early test of GLOBALink's abilities was the campaign to defend Thailand's tobacco control laws against trade threats. GLOBALink played a leading role in organizing an international letter-writing drive in the months prior to the decision to drop the case against Thailand without achieving many of its objectives. GLOBALink also has lent its support to campaigns in New Zealand, Brazil and Europe.

GLOBALink's basic features include the following:

- A twice-weekly news bulletin covering tobacco-related developments around the world, prepared with the help of regional correspondents;
- Searchable databases of tobacco-related news and quotes - plus the ability to ask everyone on the system for any information not already in the database;
- An online conferencing system called the Strategy Exchange, with simultaneous ongoing discussions of critical issues, events and strategies in which all users can participate;
- An e-mail system that allows all users to send private messages to anyone on the system;
- Case studies and advocacy guides on key issues such as advertising bans, taxation and using the media; and
- Access to SCARCNet, the North American tobacco control network, which includes about 100 key resource centres, such as the Office on Smoking and Health, the National Cancer Institute, the American Heart, Lung and Cancer societies, and the Advocacy Institute.

New features are being added on a regular basis.

"GLOBALink is really a cooperative effort of all the organizations online", Mr Pertschuk said. *"It's a way for everyone to make their resources and ideas available to everyone else."* A recent publication entitled **A Health Advocate's Guide to Passing Advertising Bans** is an example of the collaboration that GLOBALink inspires, Pertschuk said. The book was developed by the Advocacy Institute and posted on GLOBALink for other organizations to adapt and use. As a result, the full text was translated into Japanese and 500 copies were distributed in Japan by Machiyuki Matsuzaki of the Fukagawa Municipal Hospital in Hokkaido, Japan.

For more information on ACS GLOBALink, write, call or fax: ACS GLOBALink, 1730 Rhode Island Avenue, NW, Suite 600, Washington, DC 20036. Phone: (202) 659-8475, Fax: (202) 659-8484.

WHO/TOH PROGRAMME

WHO'S IN CHARGE IN WHO?

In the Regional Office for Africa, Dr Manuel Rodriguez Boal has been appointed Chief of the Health Protection and Promotion programme.

In the Regional Office for South-East Asia, the new title of the responsible officer for the Tobacco or Health programme, Dr H. Sell, is Regional Adviser for Health and Behaviour.

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AMERICAN CANCER SOCIETY

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